Permit #F00053219

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00053219 **Type of Permit:** FILMING **Release Date:** 06/18/2012

Production Company GE PROJECTS

Insured Company Name GE PROJECTS
Contact Phone No. 1 310-823-2540
Contact Phone No. 2
Fax 310-823-2748
Address 644 VENICE BLVD, SUITE A
VENICE, California 90291

Production Title JUICY COUTURE #2231

Type of Production Commercial - Internet

Producer Gabe Hill

Director Inez & Vinoodh NA

1st AD NA NA

Production Manager Katie Brown

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Katie Brown
Primary Phone Mobile - 310-963-3346
Secondary Phone Office - 310-823-2540

Location Assistant Beau Bright
Primary Phone Mobile - 310-701-6608
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA COUNTY FIRE REVIEW	$282.00

Total Permit Fee $1,307.00

Number of Locations 1

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00053219	**Location Manager**	Katie Brown
Production Company	GE PROJECTS	Primary Phone	Mobile - 310-963-3346
Insured Company	GE PROJECTS	Secondary Phone	Office - 310-823-2540
Production Title	JUICY COUTURE #2231		

Location Address 7103 Westward Beach Rd , Malibu, CA, 90265

Location Name POINT DUME / WESTWARD BEACH

Location Type Beach

Location Description POINT DUME / WESTWARD BEACH

Film Dates 6/19/2012 - 6/19/2012 07:00 - 20:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached documents
PointDume-WestwardBeach_SpecialFilmingConditions_2011-08.pdf
GenFilmPermitConditions_2012-03-01.pdf
ParkingGuidelines_2012-03-01.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	3
Motor Homes	3
Picture vehicles	1
Vans	2

Personnel on Location

Type	Quantity
Cast	6
Crew	40
LA County Field Inspection	1

Filming Activities Driving shots; Equipment on sand; Exterior models against scenery; models in water; fight sequence with stunt coordinator; Filming at Tower 1; Filming in parking lot;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 667 **Grid:** E5

Location Notes
Must comply with attached Beaches and Harbors conditions
The City of Malibu Requires a fee on LA County Beaches within the City of Malibu.
Dual permit required with City of Malibu
Must contact parking management directly re: parking requirements and activities on parking lot property
No filming, staging or parking in red zone cul-de-sac. It is for emergency access only
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS Marisol Camey

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00053219	**Location Manager**	Katie Brown
Production Company	GE PROJECTS	Primary Phone	Mobile - 310-963-3346
Insured Company	GE PROJECTS	Secondary Phone	Office - 310-823-2540
Production Title	JUICY COUTURE #2231		

Coordinator Note LIFE GUARD CALL TIMES 1200-1900 HRS.

Coordinator Note -NO VEHICLES ON BEACH
-NO DRIVING ON BEACH TO CAPTURE SCENES.

Coordinator Note LA COUNTY FIRE # 12-1447-71, FIELD INSPECTION.

Parking

Base Camp
Location Type : Filming Location
Parking Notes
60 SPACES FROM 0700--2000 HRS

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches

POINT DUME BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No trucks larger than 40 feet will be allowed in parking lot.
- No filming, parking or staging in red cul-de-sac area.
- No admittance to parking lots prior to 7:00 a.m.
- Parking lot closes at dusk. Parking attendant required after hours.
- A City of Malibu permit is required in addition to the FilmL.A. still photo film permit.

NOT A PERMIT

General Film Permit Conditions

1. Production company must have a finalized copy of the film permit, including General Film Permit Conditions and Parking Lot Guidelines on set at all times.

2. If use of Maintenance or Lifeguard personnel is required, it must be reflected on the permit and call times indicated. Lifeguards require 24-hour notice to be hired with a 4-hour minimum requirement. Maintenance also requires 24-hour notice to be hired. A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is an 8-hour minimum for all after hours filming.

3. Filming requests will be approved on a case-by-case basis.

4. Companies must cover and/or fly cables over pedestrian walkways and turf areas.

5. Filming must not interfere with Lifeguard or Maintenance activities at any time and must not interfere with scheduled beach or park activities or special events.

6. May not block public or emergency access at any time.

7. No catering or craft services allowed on pedestrian walkways or bike path.

8. No animals allowed unless prior approval from DBH, FilmL.A., and local municipal Animal Control office and is indicated on permit. All dogs must remain on leashes and off sand when not filming.

9. No driving scenes allowed on sand or turf areas.[1]

10. Tent use must be indicated on permit. No staking into parking lot. Sandbags or closed water containers must be used for anchoring items on the sand.

11. Emergency access area (marked in red) cannot be used at any time. Exceptions subject to review and approval by DBH Parking and the Fire Department/Lifeguards.

12. All water activities require a Lifeguard to be hired with a minimum of 4 hours of service.

13. Production company may be required to hire a FilmL.A. Monitor if the production or filming negatively impacts public safety or beach operations.

14. Production personnel must be assigned to power cables and/or coned off areas when posing a safety concern.

15. A safety officer must be assigned to motorized equipment when on the sand.

16. Filming and clean-up must be complete by 10:00 p.m. unless otherwise authorized by DBH.

[1] Excludes Dockweiler State Beach

NO PERMIT

17. No chemicals on the beach or in the water unless approved by the Director and Fire Chief.

18. Production companies must remove all trash and debris resulting from activity.

19. Playback and amplified sound must be kept to moderate levels after 10:00 p.m. so long as not to disturb nearby residents. Prior approval required from DBH and FilmL.A.[2]

20. Lifeguard towers must be indicated on permit.

21. Digging holes in the sand less than 4 feet deep must be approved by the Director and indicated on permit. Production companies must secure holes in the sand by providing trench shoring, an exclusionary zone with caution tape, staging safety personnel outside the exclusionary zone for rapid rescue, a harness and safety rigging for any person in the trench.

22. All personal motorized watercrafts and vessels must remain 300 yards from the shoreline.

23. No launching or landing of personal motorized watercrafts or vessels from beach.[3]

24. For safety purposes, flagmen are required for all heavy equipment, machinery, and vehicles that are operated on the beach, including during the loading and unloading of filming equipment on the beach.

25. Proof of insurance meeting each jurisdiction involved is required.

26. Community Surveys must be obtained from residences before filming is permitted to take place between the hours of 10 p.m. to 7:00 a.m. Survey radius will be determined by FilmL.A. based on production activity and parking.

27. Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding in vehicles on the beach at any time. Vehicle speed is limited to 5 m.p.h. at all times.

28. In the event of flowing storm drains, film shoots with water activity may be suspended for a period up to 72 hours due to high bacteria levels in ocean waters. Production companies may also be denied access to certain areas on the beach where there is sewage or required storm drain cleanup by DBH Maintenance staff. These decisions will be made by DBH in consultation with L.A. County Lifeguards and FilmL.A.

29. If a situation arises in which the Lifeguard Captain deems unsafe, a consultation with the on-scene production manager will be conducted to determine safer alternatives. Filming will be suspended until safety measures are adopted.

NOT A PERMIT

[2] Playback and amplified sound is not allowed at Burton Chace Park
[3] Exclusions for personal motorized watercrafts at Venice Beach

PARKING GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

1. Companies must make parking arrangements for parking in L.A. County parking lots with DBH's parking contractor prior to first film date.

2. All production companies must have prior authorization for in/out parking privileges in any L.A. County parking lot. Arrangements must be made in advance with DBH's parking contractor. Film companies paying upon entry, without prior arrangements, will not be allowed in and out privileges.

3. All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

4. The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

5. The production company is prohibited from parking in disabled parking spaces, short-term metered parking and from blocking any pay stations at any time (no exceptions).

6. A walkthrough is to be conducted after the production company has parked all of its vehicles. This walkthrough is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

7. The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and cone-off spaces.

8. Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contract the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8:00 a.m. to 5:00 p.m.

9. Parking fees are not included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company estimated charges for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4:00 p.m.) for the use of the parking lot(s).

10. Cancellation of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

11. A parking contract does not constitute a film permit.

12. Sign removal in L.A. County parking lots is prohibited.

NOT A PERMIT